

Promotores: Environmental Leadership in the Latino Community



WSU EXTENSION
Snohomish County

- The program began in 2016 with the goal of empowering the Latino community to lead environmental change through education, action, and cultural connection
- A WSU Extension Snohomish County initiative that combines environmental stewardship with community leadership.





WSU EXTENSION
Snohomish County



- Colombian-born **Environmental & Chemical Scientist with specialized training.**
- 10+ years addressing environmental issues in Colombia through labs, monitoring, and community projects..
- **Began as a Promotores student**, introduced family, neighbors, and friends to the program,
- **Later became Coordinator**, fostering community motivation, ideas, and connections
- Passionate about empowering immigrant families and communities through Promotores
- Grateful for support from Surface Water Management and Solid Waste, highlighting community volunteerism.
- I have been a resident of Snohomish since 2016, and during this time I have witnessed remarkable growth in the Latino community.
- Over the years, the population has steadily increased, fostering stronger local businesses and attracting more families seeking a safe and welcoming environment.
- This growth reflects not only the expanding community but also its significant contribution to the social and economic fabric of the county.

Who Are the Promotores?

Promotores are community leaders who share environmental knowledge from their lived experience, in their native language. They bridge cultural gaps and ensure environmental education reaches all community members.

Our programs specifically reach Northwest Washington residents who don't speak English fluently, ensuring **inclusion, equity, and participation** in environmental protection.

Supported by Surface Water Management and Solid Waste, enabling programs to reach more families and expand local impact.



Our Five Active Programs



Promotores of the Environment

Workshops on pollution, recycling, food Waste, conservation, e-waste recycling events, and community awareness initiatives. Supported by Solid Waste, SW.



Promotores of Water

Education on responsible water use, waste prevention, and protection of water bodies. Includes rain barrel workshops with 26 projects completed. Supported by Surface Water Management, SWM.



Promotores of Climate

Workshops and community actions addressing climate change challenges and solutions.
Currently inactive due to lack of funding.



Latino Fix / Repair Café

Repair workshops preventing waste generation and providing financial relief for over 50 participating families. Supported by Solid Waste, SW.



Recycling & Art Workshops

Holiday crafts and creation of safe, affordable household cleaning products that are non-toxic alternatives. Supported by Solid Waste, SW.

All our programs are **free, educational, and hands-on**, connecting theory with practical action.

Community Partnerships



Latino Organizations

LETI Org, Wellbeing Community Center,
Mujeres con Actitud Latina, Raíces de la Tierra,
Madres del Casino Rd

These partnerships have allowed us to reach many families from diverse countries and generations, promoting unity, equity, and community engagement.



Media Partners

Se Habla Media,
Chido TV Show,
Latino Herald, Crece TV,
Radio talk show Amigos
de Seattle Radio, LETI Teve.



Arts & Culture

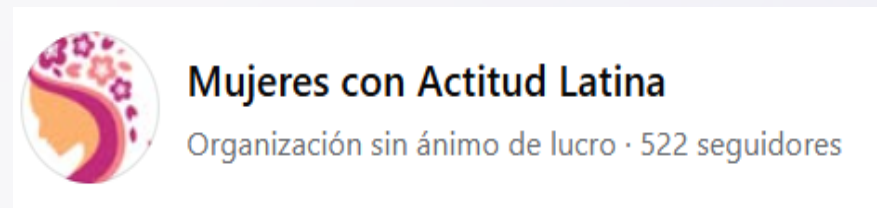
The Fat Brush Art Workshop,
Frida Kahlo art school.





LATINO EDUCATIONAL TRAINING INSTITUTE

Latino Herald



Environmental Entrepreneurship

The Clavijo Family Enterprise

Martha, Martín, and Nicolás Clavijo

Longtime Promotores participants

- Founded and maintain a beach stewardship community
- Trained community members using lessons from our Promotores program
- Focus on stormwater issues and pollution prevention
- Promote awareness of plastic and microplastic pollution
- Develop environmental education and recycling strategies to support ecotourism



Green TEAM
¡Cambio!

1. ACCIONES

PLAN DE EDUCACIÓN AMBIENTAL BELLO HORIZONTE

Líderes de playa

ENCUENTRO DE EDUCACIÓN AMBIENTAL BELLO HORIZONTE

Líderes de playa

VIERNES 28 DE FEBRERO
7:30 - 8:30 AM
PLAYA HILTON IROTAMA

INVITA

Green TEAM
fundación

qr
Construyendo Comunidad

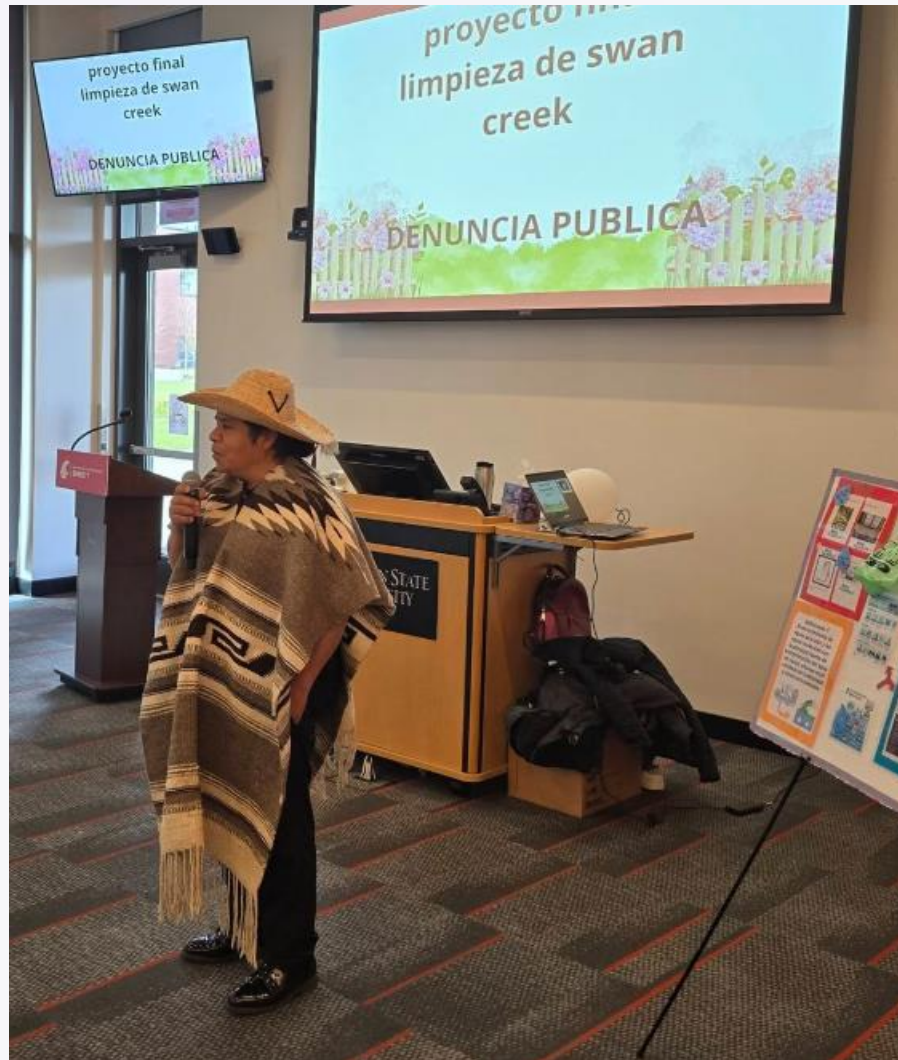
Gobernanza ambiental

Reciclaje total y eficiente

Turismo sostenible

Atención de calidad al cliente

Beyond Certification: Community Leadership



Vidal and Harumi Rojas

Indigenous Mexican Purépechas – Longtime Environmental Promoters

A family leading by example, empowering their neighbors to care for and protect local streams

- **Transforming their community** through hands-on environmental action and education
- Inspiring youth and **neighbors** with recycling and nature **stewardship**
- **Organizing community clean-ups** and sharing knowledge from our Promotores program
- Creating lasting change by connecting families to the health of their environment

Their family story demonstrates how environmental leadership crosses generations and creates lasting community impact.

Measurable Actions & Results

Water Conservation

26 rain barrels completed by Promotores of Water graduates, teaching families how to collect and reuse water sustainably. In our Promotores del Agua course-SWM

Safe Disposal

Our solid waste workshops help the community safely manage household and community waste, reducing environmental contamination ,Supported by Promotores -SW

Waste Reduction

Over 50 participants in Latino Fix repaired items, preventing them from going to landfill and saving money for families. Supported by Promotores -SW

Non-Toxic Solutions

Homemade Cleaning Workshops taught participants to make safe, non-corrosive, and cost-effective household products. Supported by Promotores -SW

After certification, Promotores volunteer at fairs and community events, including **Latino Expo, Sustain Mania, Evergreen State Fair Monroe WA, and National Health Week**, [expanding our reach and impact](#).

Multigenerational & Multicultural Impact

Three Generations

Grandparents, parents, and youth working side by side—building lasting environmental stewardship for the future.

Community Building

Our Programs strengthening neighborhoods through environmental values, action, collaboration, and civic engagement.



12+ Countries

Promotores represent diverse Latino cultures and nationalities, building cross-cultural community bonds, reflecting the cultural diversity of Snohomish County.

Knowledge Transfer

Traditional knowledge combines with scientific education, creating culturally relevant solutions

The Need & Opportunity

Although we've achieved significant results, sustaining this effort without sufficient resources has been challenging. The Latino community continues to grow, and the demand for our programs keeps increasing.



Train more community Promotores

Expand our reach and impact through additional certified community leaders



Bring bilingual workshops to more neighborhoods and schools

Ensure environmental education reaches all community members regardless of language



Expand our workshop offerings

Develop more recycling, repair, sustainable art, and household cleaning workshops



Triple Impact: Environment, Family & Economy

Environmental Impact

Reducing waste, conserving water, promoting recycling, and creating awareness about environmental protection

Family Impact

Strengthening bonds through shared activities, creating intergenerational learning opportunities, and building community connections



Economic Impact Providing cost-saving solutions, teaching repair skills, and creating opportunities for micro-enterprises and economic growth

Investing in Promotores means investing in equity, education, civic participation, and environmental sustainability, while reducing hazardous chemicals, promoting family savings, and strengthening community unity.

Looking ahead, we envision continuing to **strengthen the Promotores Program of WSU Extension Snohomish County – ECO Team**, in close collaboration with Solid Waste (SW), Surface Water Management (SWM), and our county partners, as future opportunities for funding become available through the budget review process.

Every investment in this program generates meaningful impact:

- More families actively engage in environmental protection.
- More youth develop sustainable habits from an early age.
- Our Latino community continues to grow as a driver of environmental and social change.

We deeply value your partnership and look forward to your support when the opportunity arises. Thank you for your ongoing commitment to a cleaner, more inclusive, and more sustainable Snohomish County.

Sustaining Growth: Partnering for the Future

